

Notice of Funding Opportunity (NOFO)PS21-2102: Comprehensive High-Impact HIV Prevention Programs for Community-Based Organizations

Attachment F: CDC Social Media Program Guidance for

HIV Prevention Community-based Organization Recipients (May 2019)

Social media tools, such as Facebook, YouTube, Twitter, or Instagram, are an effective way to expand reach, foster engagement, and increase access to credible, science-based health messages. By allowing organizations to tap into personal networks and present information through multiple formats, spaces, and sources, social media platforms can be instrumental for dissemination of HIV prevention information, outreach into hard-to-reach communities, and recruitment activities. Some suggested approaches and considerations to optimize social media efforts include, but are not limited to:

- **Know Your Audience's Preferred Platform.** Reach people where they are. Have an understanding of what platforms your audience uses and tailor your outreach appropriately for that platform. For example, if you are attempting to reach providers, consider LinkedIn or specific provider social media sites, such as Sermo or Doximity.
- **Create a Plan.** Develop a social media plan that considers your target audience, resources, and goals. For example, if your goal is to use social media to assist with recruitment activities, you may develop a plan including recruitment through Facebook groups that reach your target population. This may be especially helpful with hard-to-reach populations.
- **Develop and Maintain Digital Partnerships.** Work with organizations and individuals to amplify communication efforts and extend your reach. Partners can share your content with their followers or fans. For example, you can work with partners to host Twitter Chats where you exchange tweets with other organizations around a prevention topic or activity. Digital influencers can share your content or develop original content that best meets their audience's needs.
- **Use Paid Advertising to extend your reach.** Consider paying to promote content in order to reach more people or communities with your social media efforts. Each social media platform has a unique set of technical elements, logic, and usage analytics that make up the algorithm that delivers content to its users. Paid advertising can be geotargeted for local outreach, which may be especially useful for program promotion.
- **Use Hashtags Appropriately.** Hashtags can be used to search for content on some platforms but are not used by all platforms. Scan posts using the hashtag to get a sense of how it's used and what it means. Find a relevant way to incorporate your message into the conversation.
- **Drive Social Media Traffic to the Right Place.** Minimize the need for navigation. If your goal is recruitment, link directly to a recruitment form. If you plan to use social media to encourage general HIV information-seeking, consider using syndicated content from CDC on your web pages. This ensures

all content on your site is always accurate and up-to-date. Learn about syndicated HIV content here: <https://www.cdc.gov/hiv/library/syndicated/index.html>

- **Use Metrics to Evaluate Your Efforts.** Identify and use appropriate metrics to better understand interest and knowledge about your topic. By monitoring engagement and analyzing feedback through your social media tools, you can implement process or strategy improvement plans. Analytics tools from each social media platform are available, and social media listening software can track conversations across platforms.
- **Use CDC Campaigns and Resources to Enhance Your Efforts.** CDC's *Let's Stop HIV Together* campaign includes extensive social media resources for multiple populations around a range of relevant topics, including HIV testing, treatment and stigma. Learn more about the campaign here: <https://www.cdc.gov/stophivtogether>

To find more information on CDC's social media guidelines and best practices, please visit our online <https://www.cdc.gov/socialmedia/tools/guidelines/socialmediatoolkit.html>.